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*General publications*

ECONOMIC REGIONS

OF

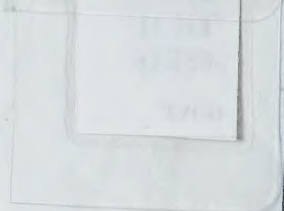
ONTARIO

Regional Development Branch

Treasury Department  
Finance and Economics

1968

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ECONOMIC REGIONS

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EASTERN ONTARIO REGIONGeneral

Economic development in the Eastern Ontario Region (11 counties in the eastern part of the Province) has been characterized by varying responses to physical, political, and social conditions. The western portion of the Region is the rocky upland of the Canadian Shield, an area of lakes, thin soils, and cut-over forests. The eastern portion, an area mainly of rolling farmland and small towns, is essentially agricultural, but has a growing manufacturing sector. The national capital at Ottawa is the third component. It has a large and highly educated labour force engaged primarily in public administration, defence, and other service industries.

Population and Labour Force

The population in 1966 was 851,000, an increase of 8.7 per cent since 1961 (average provincial increase: 11.6 per cent). About 75 per cent of the population is urban (provincial average: 80.4 per cent). The larger cities and towns, with their dominant industries are:

	000's	
Ottawa (metro.area):	495	Public administration, education, publishing
Kingston:	59	Education, chemicals, metal fabrication
Cornwall:	46	Chemicals, paper, textiles
Brockville:	19	Chemicals, metal fabrication
Pembroke:	16	Wood industries, metal fabrication, textiles
Smith's Falls:	10	Transportation, electrical equipment, metal fabrication
Renfrew:	9.5	Wood industries, non-metallic minerals, Electronic equipment, machinery
Hawkesbury:	9	Pulp and paper

The labour force accounts for 37 per cent of the total population. This is slightly below the provincial average of 38.4 per cent. The largest labour force group is public administration and defence, 23.5 per cent, (provincial average: 7.6 per cent); most of these people work in Ottawa. More than two-thirds of the labour force are engaged in one of the service industries. This is a higher proportion than in any other region in the Province.

Income

Average personal income in the Region at \$4,208 (1965) is somewhat below the provincial average of \$4,451. Average income of those employed in manufacturing was \$4,948, compared with \$5,455 for the Province as a whole. Wide variations in income exist between urban centres and some of the depressed rural areas.



## Education

Educational levels compare favourably with those in the Province. The Region leads all others in the proportion of people with a university degree, 4.9 per cent compared with the provincial average of 3.4 per cent. A higher proportion of its people 15 years of age and over and not now at school also have completed four or five years of secondary education (20.9 per cent compared with 18.9 per cent). The higher levels of educational achievement reflect the influence of Ottawa.

## Agriculture

Dairying is highly developed in Eastern Ontario. In 1966, the Region produced 19.6 per cent of the creamery butter and 58 per cent of the cheddar cheese made in Ontario. Fluid milk production is especially important around the larger urban centres, while in the more remote northwestern part of the Region, beef cattle predominate.

As in other regions, both the total number of farms and the total acreage of farmland are declining, but the proportion of commercial farms i.e., those selling products valued at \$2,500 or more per year, is increasing. Many rural areas remain depressed owing to such factors as poor soils, the small size of farms, and comparative disadvantages with other areas relative to distance from large markets.

## Manufacturing

Manufacturing activity in the Region is favoured by an advantageous location with respect to large markets in Toronto, Montreal, and the Northeastern United States. Equally important are a highly developed transportation system, and an abundant supply of water, electricity, and natural gas.

Food and beverages is the largest industry. Next are textiles, primary metals, paper and allied products, and electrical products. The food and beverages and textiles industries are characterized by a low value-added-per-employee ratio, reflecting both a simple technology and a high degree of labour intensiveness. The chemicals and chemical products industry is one of the fastest growing in the Region, while textiles are experiencing a shift toward lower wage areas, especially Quebec.

## Tertiary activity

Trade, community, business and personal service industries, and public administration and defence are all very important to the Regional economy. Four universities, two each at Ottawa and Kingston, have considerable economic significance, and bring a large number of highly educated people into the Region.

The tourist industry is growing, but has not yet reached its full potential. The Shield portion of the Region is becoming increasingly important as a recreation area for growing urban populations all over Ontario. The Rideau Canal between Ottawa and the St. Lawrence River and the Thousand Islands are but two of the many tourist attractions.







## LAKE ONTARIO REGION

### General

Like Eastern Ontario, the Lake Ontario Region is physically differentiated, resulting in strong variations in economic development. The northern portion is a rough, sparsely-populated area within the Canadian Shield, characterized by slow growth or decline, and lower levels of income, labour force participation, education and industrial activity than in the southern portion of the Region. The southern part, bordering Lake Ontario, is basically agricultural but with a broad unspecialized manufacturing base located in small-to-medium size towns and cities.

The Region is not centred about any single dominant metropolitan area as are some of the other regions of Ontario. External metropolitan influences such as those emanating from Oshawa and Toronto to the west, or Kingston to the east, do, however, affect the economic life of parts of the Region.

### Population and Labour Force

The Lake Ontario Region had a 1966 population of 351,000, an increase of 4.7 per cent since 1961. This is a much slower rate of growth than in the Province (11.6 per cent), and reflects the lower degree of urbanization (55.8 per cent, compared to the provincial average of 80.4 per cent). The larger cities and towns, and their dominant industries are:

	000's	
Peterborough:	56	Food and beverages, transportation equipment, metal fabrication, electrical equipment, farm equipment.
Belleville:	33	Cement, food and beverages, transportation equipment, electrical equipment
Trenton:	14	Food and beverages, textiles, metal fabrication, defence RCAF Station
Lindsay:	12	Chemical products, machinery and parts, textiles
Cobourg:	11.5	Food and beverages, electrical products, leather industries
Port Hope:	8.7	Refining, metal fabrication
Bowmanville:	8.5	Rubber products, automobile parts, metal fabrication
Picton:	5	Food and beverages, construction, cement.

The labour force in the Region accounts for a much smaller proportion of the total population (34.3 per cent) than in the Province as a whole (38.4 per cent). The major sectors of the Regional labour force are:



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	<u>Lake Ontario Region</u>	<u>Ontario</u>
	<u>%</u>	<u>%</u>
Manufacturing	26.0	26.9
Community, business, personal services	17.4	19.5
Trade	13.8	15.5
Agriculture	13.2	7.1
Public administration and defence	9.2	7.6

### Income

In 1965, the average personal income in the Region was \$3,861, some \$600 below the provincial average. Some of the rural counties are well below the Regional average, while greater prosperity is found in the cities and towns. Average income of employees in manufacturing industries, generally located in urban centres, was \$5,103.

### Education

Educational achievement levels on the average are lower than those of the Province. Only 2.2 per cent of the population (15 years and over, not attending school) have a university degree, compared with 3.4 per cent in the Province (1961).

### Primary Industry

Agriculture - Agriculture is similar to that of Eastern Ontario. Dairying and dairy product industries are comparatively more important in the eastern part of the Region while beef cattle predominate in the west. Field crops are mostly mixed grains for fodder, with some local specialization in tobacco, fruit and vegetables along the shore of Lake Ontario. Total farm acreage continues to decline, most markedly in marginal northern areas and around the expanding cities.

Mining - Mineral production, which in 1965 amounted to \$33.6 millions, is in the form of iron ore from Marmora, limestone for cement, and nepheline syenite (use: ceramics) from Nephton. Uranium mining at Bancroft is being revived in view of improved market conditions.

### Manufacturing

Major manufacturing industries in the Lake Ontario Region include food and beverages, electrical products, machinery, textiles, non-metallic mineral products, and metal fabricating industries. Peterborough County accounts for 35 per cent of the regional manufacturing employment; Hastings County (containing Belleville and Trenton) has 31 per cent (1964). Since 1961, the Region has experienced high rates of increase in productivity (as measured by value added per worker) and in wages in the manufacturing industries. Nevertheless, output (value of factory shipments) of manufacturing industries continues to lag behind that of most other regions. In 1964 value of shipments totalled \$502.8 millions.





### Tertiary Activity

Owing to the lack of really large urban centres, the Lake Ontario Region has not developed as wide a range of service industries as have other more highly urbanized regions of Ontario. In common with the rest of the Province, however, the trend is toward a greater proportion of employment in the service industries and a smaller proportion in primary and secondary industries.

The tourist industry is especially important to the Shield area of the Region; the Haliburton Highlands draw thousands of urban dwellers every summer. The Trent Canal, whereby small pleasure craft are able to travel from Trenton on Lake Ontario to Georgian Bay, is also a popular tourist attraction. But the problem of seasonality in the tourist industry remains, and much of the Region rests on a precarious economic base.





## CENTRAL ONTARIO REGION

### General

The Central Ontario Region is the most populous and highly urbanized region in Ontario. It is dominated by Toronto, where much of the economic, political and cultural activity of the Province takes place.

### Population and Labour Force

The population of the Central Ontario Region in 1966 stood at over two and a half million, of which 95.7 per cent was urban. It is the fastest growing region in the Province, having increased in population by 19.9 per cent since 1961.

The major urban places are as follows (populations in 1966):

	000's	
Toronto (greater):	2,200	Wide range of manufacturing and service industries; education centre; provincial capital
Oshawa:	78	Automobile industry, automobile parts, metal fabrication, metal extruding industries.
Burlington:*	66	Primary metals, metal fabrication, machinery, chemicals
Oakville:	53	Automobile industry, automobile parts, refining, chemicals, electrical equipment
Brampton:	36	Automobile industry, automobile parts, other transportation equipment, aluminum fabrication, tobacco, food and beverages
Richmond Hill:	20	Primary metals, metal fabrication, electrical equipment, wood products
Whitby:	17	Containers, scientific equipment, rubber products, chemicals, primary metals industries

\*Burlington is tied closely to Hamilton and belongs to the Niagara Regional Development Council.

The labour force, 42.3 per cent of the population, is the highest in the Province, and is being continuously augmented by the influx of young people from other parts of the Province and by immigrants from abroad. The leading labour force groups are manufacturing (30.5 per cent), community, business and personal services (20.8 per cent), and trade (18.1 per cent).



## Income

The Central Ontario Region has the highest average personal income (\$4,718 in 1965) of the ten economic regions, \$267 above the provincial average. This fact is related to the Region's large and skilled labour force, and the development of a wide range of manufacturing and service industries. Average manufacturing income (\$5,555), while \$100 higher than the average for the Province, is \$660 below the Lake St. Clair average.

## Education

Average educational levels are high since there are many opportunities for professional and technically skilled people in the Region. The University of Toronto is one of the largest in Canada, and new universities and colleges have recently been established in the city. Of the population over fifteen not attending school, 29.1 per cent have a secondary education, and 4.5 per cent have a university degree (cf. the provincial averages of 18.9 and 3.4 per cent, respectively).

## Primary Industry

Agriculture - Although agricultural employment is low (1.8 per cent of the regional labour force), farms in the Central Ontario Region are generally prosperous and highly mechanized. Both the number of farms and the total farm acreage are declining, however, owing primarily to continuing urban expansion onto prime agricultural land.

Dairying and beef production in the Region have the advantage of very large urban markets close at hand. The recent trend is toward greater beef production and relatively less dairying.

Mining - Surprisingly, the Region ranks third in Ontario in mining output, which was valued at \$61 millions in 1965. Most of this is in the form of building materials, sand and gravel.

## Manufacturing

The Region led all others in the value of factory shipments in 1964 - almost \$7 billion. A very wide range of manufacturing activity is located there, taking advantage of the large and skilled labour force, and the well-developed service infrastructure. The largest manufacturing groups (measured by value of factory shipments) are: transportation equipment (21.3 per cent of total), food and beverages (15.7 per cent), electrical products (8.4 per cent), metal fabricating industries (8.3 per cent), chemicals (7.2 per cent), and printing and publishing (5.7 per cent). The Region is not noted for heavy industry, which has tended to locate in the Niagara and other regions.





### Construction

In so populous and rapidly expanding a Region, it is not surprising that construction is a vital industry. In 1966, the value of building permits issued totalled over \$800 million, which was 45 per cent of the Ontario total.

### Tertiary Activity

This most heavily urbanized Region in Ontario has developed an impressive range of service industries, which employed some 59 per cent of the labour force in 1961. Community, business and personal services, and trade are the two largest groups, reflecting the fact that Toronto is the financial, commercial and administrative capital of the Province. Tourism and recreation, although not the outdoor variety to any large extent, bring many dollars into the Region: cultural events, conventions, exhibitions, and entertainment are common features of the metropolitan scene.





## THE NIAGARA REGION

### General

Like the Central Ontario Region, the Niagara Region is heavily urbanized and industrialized, and undergoing a process of rapid growth and economic change. Some of the nation's heaviest industry, richest agricultural land, and finest tourist attractions are located in the Region.

### Population and Labour Force

Of the 1966 population of over 840,000, 84 per cent lived in urban places. The population increased by 10.2 per cent between 1961 and 1966, slightly below the provincial rate of 11.6 per cent.

Major urban centres (1966 populations), and their main industries:

	000's	
Hamilton (greater):	449	Primary metals, especially iron and steel, metal fabrication, machinery, electrical equipment, chemicals
St. Catharines:	97	Primary metals, metal fabrication, food and beverages, paper and paper products
Brantford:	60	Farm and other machinery, metal fabrication, food and beverages, electrical equipment, rubber and chemical products
Niagara Falls:	57	Food and beverages, chemical products, metal fabrication industries, hydro generation
Welland:	40	Primary metals, metal fabrication, machinery, rubber products
Port Colborne:	18	Refining, primary metals, shoes, metal fabrication
Dundas	15.5	Metal fabrication, machinery and tools, textiles
Fort Erie:	10	Machinery, aircraft parts, chemical products
Thorold:	9	Paper and paper products, electrical equipment

The labour force in 1961 accounted for 37.4 per cent of the total population, a little below the provincial average of 38.4 per cent. The leading industry groups are: manufacturing (38.8 per cent of the labour force), community, business and personal services (18.9 per cent), trade (14.7 per cent) and transportation, communication and utilities industries (6.8 per cent).



### Income

Average personal income in the Niagara Region was \$4,577 in 1965, second only to Central Ontario. The dominance of manufacturing in the Region is reflected in the higher wages paid those workers, averaging \$5,753 in 1966, compared to the provincial average of \$5,455.

### Education

Educational levels were somewhat below provincial averages in 1961. University graduates comprised 2.6 per cent of the population over fifteen not attending school. This level will probably improve as the tertiary sector becomes more dominant. The establishment of new universities and community colleges and the growth of McMaster University, already reflect the greater educational requirements.

### Agriculture

Agriculture occupies an ever smaller sector of the population (5.2 per cent of the labour force in 1961); the number of farms continues to decrease; and agriculture in the Region is becoming increasingly mechanized. Average farm acreage is the smallest in the Province (92 acres in 1966, cf. the provincial average of 162 acres), but the average farm size is increasing.

Agriculture in the Region varies widely, from specialization in dairying, to beef production, to fruit and vegetable growing. Urban encroachment onto some of the best parts of the fruit belt bordering Lake Ontario has resulted in substantial declines in fruit acreage.

### Manufacturing

The Niagara Region boasts a remarkable concentration of manufacturing industry, most notably iron and steel centred at Hamilton. The leading manufacturing groups, measured by the value of factory shipments are as follows (1964 data): primary metals (31.9 per cent), metal fabrication (9.6 per cent), food and beverages (9.6 per cent), transportation equipment (8.5 per cent), chemicals (7.9 per cent), and machinery (6.3 per cent). The value of all factory shipments in the Region totalled \$2.8 billion, or over 17 per cent of the provincial total (1964). Manufacturing activity in the Region has the advantages of proximity to large urban markets and good water, rail, and road transportation.

### Tertiary Activity

As might be expected in a heavily urbanized and industrialized region, tertiary activity comprises the largest sector in the employment structure. Most service industries are located in the cities, with Hamilton having the largest share of the Region's financial, trade, educational, health and community services.



Transportation, Communication and Utilities

The Niagara Region is situated astride one of North America's busiest commercial corridors. Very large tonnages, both domestic and foreign, are shipped through the Welland Canal. Several trunk railways and major highways serving both Canada and the United States, pass through the Region.

Huge power developments at Niagara Falls produce over one quarter of the Province's electricity requirements. These factors of transportation and energy are responsible for much of the Region's industrial growth and prosperity.

Tourism and recreation are very important to the regional economy; Niagara Falls is an international scenic attraction, bringing thousands of tourists to the Region every year. In addition, the Region abounds with historic points of interest.





## LAKE ERIE REGION

### General

Although the Lake Erie Region (the four counties of Elgin, Middlesex, Norfolk and Oxford) is essentially agricultural in character, a single large city, London, dominates the economic life of much of Southwestern Ontario. Most of the features of economic growth in the Region are centred on London and a few smaller communities.

### Population and Labour Force

In 1966, the Lake Erie Region had a population of 438,000, almost half of whom lived in and around London. The remainder of the Region is comparatively rural; 68.7 per cent of the regional population was urban, compared with the provincial average of 80.4 per cent. The population increased by 8.1 per cent in the 1961-66 period.

Major urban places (1966 populations) and their main industries:

	000's	
London (greater):	207	Finance, insurance, education, transportation equipment, electrical equipment, food and beverages
Woodstock:	24	Textiles, metal fabrication, machinery.
St. Thomas:	23	Machinery, metal fabrication, transportation equipment
Simcoe:	10	Metal fabrication, food and beverages, machinery, tobacco
Ingersoll:	7.3	Machinery, auto parts, food and beverages, fertilizers
Tillsonburg:	6.5	Tobacco, wood products (boxes), food and beverages
Strathroy:	5.8	Food and beverages, furniture

The labour force in 1961 comprised 38.8 per cent of the regional population, very close to the provincial average (38.4 per cent). The more important industry groups in the labour force are:

	<u>Lake Erie Region</u>	<u>Ontario</u>
	%	%
Manufacturing	21.9	26.9
Community, business and personal services	18.9	19.5
Agriculture	17.4	7.1
Trade	15.3	15.5



## Income

Average incomes are lower than those of the Province generally, reflecting the lower degree of urbanization and the comparative lack of manufacturing specialization. Average annual personal income was \$4,079 in 1965 (provincial average: \$4,451), and the average income in manufacturing in 1966 was \$4,817 (cf. \$5,455 in the Province).

## Education

Educational achievement at the secondary level compares well with the Province, but the proportion of the population with a university degree is somewhat lower, 2.8 per cent compared with 3.4 per cent in 1961. Although London is a growing educational centre (University of Western Ontario, Fanshawe College), much of the Region, especially the predominantly rural parts, has lower educational standards.

## Primary Industry

Agriculture - With more than 17 per cent of the labour force involved in agriculture compared with seven per cent for the Province, this industry plays a significant role in the regional economy. Generally speaking, farms are highly mechanized and specialize in one of a variety of products - tobacco, corn, beef, dairy products, soybeans, wheat, rye, etc. Farm incomes tend to be higher than those of most other regions due to a combination of favourable soils and climate, and proximity to processing plants and to large urban markets.

Mining - Mineral production in 1965 was valued at \$25.4 millions, and was in the form of fuels (natural gas and petroleum) and structural materials (limestone, clay products, cement, sand and gravel, etc.).

Fishing - In the past, fishing off the Lake Erie Region was important, but the trend in recent years has been toward diminishing catches, depletion of the more valuable species and lower prices.

## Manufacturing

Manufacturing activity has a broad front in the Lake Erie Region, and although unspecialized compared with Niagara, is growing rapidly, most notably in the urban centres. Factory shipments totalled \$868 millions in 1964, an increase of 40 per cent over the 1961 output. The leading industries are food and beverages (26.7 per cent), electrical products (11.0 per cent) and metal fabrication (10.2 per cent).

The growth of manufacturing is favoured by nearness to large markets in Ontario and the United States, by an efficient transportation system, and by an abundance of land for industrial purposes. Some areas continue to be hampered by shortages of skilled labour.



### Tertiary Activity

Many of the Region's service industries are located in London, which is a commercial, financial, administrative and cultural centre for a large part of Southwestern Ontario.

The tourist industry has not developed to its full potential, although the Region has many fine beaches, parks, and points of historical interest.





## LAKE ST. CLAIR REGION

### General

Like the Lake Erie Region, the Lake St. Clair Region (counties of Essex, Kent and Lambton) still has a significant agricultural base, but the growth of manufacturing industries in the towns and cities has been impressive. The proximity of the Region to a large urban and industrial area of the United States undoubtedly contributed to the economic development of the Region.

### Population and Labour Force

Between 1961 and 1966 the population of the Lake St. Clair Region increased by eight per cent to reach some 486,000. Seventy-five per cent lived in urban places, with the greatest concentration of people in and around Windsor.

Main urban centres and their dominant industries:

	000's	
Windsor (greater):	212	Autos and parts, electrical equipment, machinery, salt mining
Sarnia:	55	Chemicals and chemical products, petroleum refining
Chatham:	32	Food and beverages, machinery, metal fabrication
Wallaceburg:	11	Machinery, castings, building materials
Leamington:	9.5	Food and beverages, tobacco processing

The labour force comprised 35.8 per cent of the total population in 1961, somewhat lower than the provincial average of 38.4 per cent. Manufacturing occupied the largest group in the labour force (29.8 per cent), followed by community, business, and personal services (19.2 per cent), trade (14.8 per cent) and agriculture (12.5 per cent).

### Income

Average personal income at \$4,532 (1965) compares favourably with that of the Province (\$4,451). Those employed in manufacturing received the highest average salaries in the Province, \$6,216 in 1966.

### Education

Educational levels were a little lower than the provincial averages in 1961. The proportion of the population over fifteen, not attending school with a university education was 2.6 per cent. Since 1961, however, the University of Windsor has expanded and a community college has been established in Windsor.



### Primary Industry

Agriculture - Agriculture in the Lake St. Clair Region is well developed, and is similar to that of the Lake Erie Region. Field crops such as soybeans, corn, grains, sugar beets, fruit and vegetables are intensively grown. These products are processed locally and are marketed widely in Ontario.

Mining - Mineral production valued at some \$23.8 million in 1965, was mostly in the form of salt, petroleum and natural gas, and structural materials.

### Manufacturing

The Lake St. Clair Region has two main concentrations of manufacturing - the automotive industry is centred at Windsor, and the chemical and petroleum industries are heavily concentrated at Sarnia. The manufacturing output of the Region was valued at \$1.7 billion in 1964. The leading industries, based on value of shipments, were transportation equipment (29 per cent), food and beverages (20 per cent), petroleum products (19 per cent) and chemicals (17 per cent).

### Tertiary Activity

The service infrastructure is well developed within the highly industrialized economy of the Lake St. Clair Region. Transportation and communication are of special significance, owing to the extensive movement of goods and people through the Region to and from the United States. The proximity of the Region to the United States is advantageous to the tourist industry. While thousands of tourists pass through, the Region itself has recreational assets which attract and hold many visitors.





## MIDWESTERN ONTARIO REGION

### General

The Midwestern Ontario Region is rapidly growing and changing economically, most notably in its highly urbanized southeastern corner. While neighbouring cities of Kitchener, Waterloo, Guelph and Galt have experienced rapid influxes of people and manufacturing plants in recent years, the remainder of the Region remains comparatively agricultural.

### Population and Labour Force

The population in 1966 was 426,000, having increased by 14.2 per cent since 1961 - a rate second only to that of Central Ontario. The population is urbanizing rapidly, but concentrating mostly around Kitchener. In 1966, 73.1 per cent of the regional population was urban. The major urban centres and their dominant industries are:

	000's	
Kitchener (greater):	192	) Food and beverages, shoes, auto parts,
Kitchener (city):	93	) metal fabrication, textiles, furniture,
Waterloo:	30	) insurance, education, machinery, elec-
Galt:	33	) trical products
Preston:	13	)
Hespeler:	5.4	)
Guelph:	51	Primary metals, textiles, electrical
		products, education
Stratford:	23	Rubber products, machinery, furniture,
		food and beverages, tourism
Goderich:	6.7	Machinery, shipping, tourism, salt

The labour force in 1961 comprised 39.2 per cent of the total population, and has undergone rapid growth, particularly in the manufacturing sector which accounted for 33.6 per cent of the total. Agriculture made up 14.6 per cent, while the services sector was small, relative to other regions, at 44.0 per cent.

### Income

Average annual income was \$3,993 in 1965; employees in manufacturing earned an average \$4,590 in 1966. While these overall figures are considerably below the provincial averages, substantially higher incomes are found in the cities. The figures reflect the rural predominance felt in much of the Region.



## Education

Educational levels were below provincial averages in 1961, an indication perhaps of the comparatively lower development of the services sector, and of the strong rural bias. There are three universities, two at Waterloo and one at Guelph, all expanding rapidly.

## Primary Industry

Agriculture - Agriculture is well developed, and is tending toward specialization in livestock, such as beef feeder steers, pigs, dairy cattle, or poultry. An indication of the agricultural health of the Region is the high proportion of "commercial" farms - 80 per cent of all farms yield over \$2,500 per annum.

Mining - In 1965, mineral production was valued at over \$26 million. Most of this was accounted for by limestone quarried for cement near St. Mary's and salt, mined at Goderich.

## Manufacturing

Manufacturing is the most significant sector of the regional economy, and factory shipments were valued at over a billion dollars in 1964. The leading manufacturing groups were food and beverages (28 per cent), electrical products (13 per cent), metal fabricating (10 per cent), rubber products (8 per cent) and textiles (7 per cent). Much of this industry is located in the urban areas of Kitchener and Guelph. Lower average wages and value added per man-hour reflect both the unspecialized nature and the labour intensiveness of much of the manufacturing in the Midwestern Ontario Region.

## Tertiary Activity

Tertiary activity is not as well developed as in other regions of the Province. This is due in part to the rural dominance over much of the Region. Retail trade is flourishing in the urban areas, but the low retail-sales-per-capita figure of \$966 (cf. \$1,228 for the Province) perhaps indicates that many people do their shopping outside of the Region, say in nearby Toronto.

Tourism is important to the regional economy. Prime attractions are the Lake Huron beaches and the Shakespearian Festival at Stratford.



## GEORGIAN BAY REGION

### General

The Georgian Bay Region is physically and economically differentiated:  
 1) The southern portion is mainly agricultural in character, with a small manufacturing base. 2) The northern portion is on the Canadian Shield, is sparsely populated, and is most important for its recreational assets. The result of these characteristics is that Georgian Bay is a region of slow growth and relatively low levels of both income and education.

### Population and Labour Force

The population of the Georgian Bay Region was 328,000 in 1966, having increased only by 2.9 per cent since 1961, compared with an 11.6 per cent growth for the Province. The Region was 49.6 per cent urban. The rural areas are either stable or declining in population.

The major cities and towns, with their leading industries are:

	000's	
Barrie:	24	Electrical products, leather, machinery, food and beverages
Owen Sound:	18	Metal fabrication, machinery, food and beverages, printing, boats
Orillia:	15	Machinery, primary metals, wood products, food and beverages
Midland:	10	Metal fabrication, machinery and equipment, shoes
Collingwood:	8.5	Shipbuilding, shipping, textiles, glass, furniture, tourism
Parry Sound:	6	Wood products, machinery, tourism, food and beverages
Orangeville:	5.6	Electrical products, metal fabrication, service centre
Penetanguishene:	5.3	Shoes, wood boxes, shipping

The labour force, 35 per cent of the regional population, is below the provincial average (38.4 per cent). Agriculture employs the largest sector of the labour force (20.2 per cent), followed by community, business, and personal services (18.6 per cent), and manufacturing (17.6 per cent).

### Income

Average incomes in the Georgian Bay Region are well below provincial levels. Personal income in 1965 averaged only \$3,579, (Province: \$4,451) and manufacturing income averaged \$4,138 in 1966 (Province: \$5,455).





### Education

As might be expected in a low-income, rural area, educational levels are low. University graduates comprised only 1.7 per cent of the population over fifteen not attending school compared with 3.4 per cent for the Province as a whole. Only 14 per cent had completed four or five years of secondary education (provincial average: 19 per cent). There are no universities in the Region, although a community college has recently been established at Barrie.

### Agriculture

A larger proportion of people are engaged in agriculture in the Georgian Bay Region than in any other region in Ontario. There has been a trend away from the traditional mixed livestock and field crop farming to a greater specialization in beef cattle, poultry, and other livestock. Important field crops are potatoes, hay and mixed grains for fodder, and there is local specialization in apples along the southern shore of Georgian Bay. Agriculture in the Canadian Shield portion of the Region is marginal or sub-marginal.

### Manufacturing

Manufacturing activity, which is confined to the few urban centres in the Region, is unspecialized and relatively labour-intensive. The Region shipped factory products valued at some \$298 million in 1964, lowest among the ten economic regions. The leading manufacturing groups are food and beverages, machinery, metal fabricating, wood industries, and electrical products.

The growth of manufacturing has been hindered by competitive disadvantages with other regions, shortages of skilled labour, greater distances from urban markets, and in general, the lack of urbanization. Recent Federal government incentives have induced new industry to establish in such towns as Collingwood, Owen Sound, Midland and Bracebridge.

### Tertiary Activity

The service industries are dependent to a large extent on tourism and recreation, for which the Region has considerable potential. The Muskoka and Parry Sound lakes, and the Georgian Bay beaches attract large numbers of people from the urban areas of southern Ontario. The growth of winter sports is tending to offset to some degree the problem of seasonality in the tourist industry.



## NORTHEASTERN ONTARIO REGION

### General

Much of the Northeastern Ontario Region is underlain by the Canadian Shield, and its economy is based primarily on natural resources, particularly minerals and wood. The Region is comprised of six districts - Algoma, Cochrane, Manitoulin, Nipissing, Sudbury and Timiskaming.

### Population and Labour Force

The population is large, 516,000, but in the 1961-1966 period it showed a very slow rate of growth, only 2.1 per cent, compared with the provincial average of 11.6 per cent. About 71 per cent of the population is urban. The towns and cities are distributed widely over the Region, according to the scattered nature of the natural resources on which they depend. The major urban centres are:

	000's	
Sudbury (greater):	117	Nickel and copper mining, smelting, railway, machinery and equipment
Sault Ste. Marie:	76	Iron and steel, pulp and paper, metal fabrication, wood products
Timmins:	29	Gold and base metals mining, wood products
North Bay:	24	Railway, mining machinery, explosives, wood products, building materials, defence
Kirkland Lake:	16	Gold and iron mining, mining equipment, wood products
Kapuskasing:	13	Pulp and paper
Elliot Lake:	7	Uranium mining
Sturgeon Falls:	6	Pulp and paper
Espanola:	5.6	Pulp and Paper
New Liskeard:	5.3	Wood products, food and beverages, primary metals, machinery

The labour force stood at a very low 33 per cent of the population in 1961. This is due probably to the fewer opportunities for women in a resource-based economy. Mining occupied the largest proportion, 19 per cent, followed by community, business, and personal services (18 per cent), and manufacturing (16 per cent).

### Income

Average annual personal income in 1965 was \$4,268; those in manufacturing earned an average \$6,025 in 1966, the latter being well above the provincial average. The high wages paid to manufacturing workers tend to be balanced by very low incomes in the depressed gold mining and agricultural areas.



## Education

Educational levels are well below provincial averages; university graduates comprised only 1.9 per cent of the non-school population over fifteen in 1961, and only 14.4 per cent had completed four or five years of secondary schooling. Provincial averages were 3.4 and 18.9 per cent. The Region suffers from a heavy out-migration of young people, but the presence of a university and several community colleges should help to stem the outflow.

## Primary Industry

Agriculture - Although some of Ontario's best arable land is found in Northeastern Ontario, agriculture is poorly developed because of climatic conditions and the great distances from processing plants and markets. There is some specialization in dairy and beef cattle north of Lake Timiskaming.

Mining - The mining of base and precious metals is of paramount importance to the regional economy. The trend since World War II has been a decline in gold production from old camps such as the Porcupine and Kirkland Lake, and an increase in base metal output, namely nickel-copper from Sudbury and Timmins and iron ore from several new sources including Kirkland Lake and Timagami. Uranium is produced at Elliot Lake. The Sudbury Basin is the world's largest source of nickel. The total mining output of the Region, valued at over \$665 million in 1965, accounted for about 67 per cent of Ontario's total mineral production.

## Manufacturing

The leading manufacturing industries are related to the Region's natural resource base. Primary metals, comprising some 55 per cent of manufacturing output, is most significant at Sault Ste. Marie (iron and steel), and at Sudbury, where the enormous deposits of nickel, copper, platinoids, gold, and other minerals are smelted and in some cases refined. The paper and allied products (23 per cent) and wood industries (9 per cent) are becoming increasingly integrated and highly mechanized in all phases from bush operations to production and final marketing. Nearly all the Region's output in metals and paper is destined for export.

## Power Generation

In the past ten years, several hydro-electric installations have been built in the Region, bringing generating capacity to over 1.5 million kilowatts. The newest and biggest developments have been on the large rivers flowing north to James Bay; from there, power is transmitted over 400 miles, at high voltage, for consumption in industrialized southern Ontario.





### Tertiary Activity

Northeastern Ontario lacks the range of service industries found in the large cities of southern Ontario. Retail sales were estimated at \$577 million in 1966, or \$1,118 per capita, somewhat below the provincial average of \$1,228.

With the opening of new highways and provincial parks, tourism is becoming increasingly important to the regional economy, especially benefitting areas whose extractive economic base has diminished. The tourist industry is well below full potential, as much of the Region is remote from the dense concentrations of population. Hunting and fishing are probably the two most popular tourist activities in the Region.



## NORTHWESTERN ONTARIO REGION

### General

The Northwestern Ontario Region, the largest in the Province, is the most sparsely populated and most remote from urban, industrialized southern Ontario. Like Northeastern Ontario, the Region is largely dependent on its natural resources; many communities, some very isolated, have a narrow and often precarious economic base. The Region is made up of three districts - Kenora, Rainy River and Thunder Bay.

### Population and Labour Force

The population was 224,000 in 1966, having increased by 3.2 per cent since 1961. It is 71.5 per cent urban, but aside from the two Lakehead cities of Port Arthur and Fort William, most of these people live in small, widely scattered communities. The more important urban places are:

	000's	
Port Arthur:	48	Pulp and paper, shipbuilding, wood products, food and beverages
Fort William:	48	Pulp and paper, transportation equipment, machinery, shipping
Kenora:	11	Pulp and paper, wood products, food and beverages
Fort Frances:	9.5	Pulp and paper, building materials
Dryden:	6.7	Pulp and paper, chemicals

The proportion of the regional population in the labour force in 1961 was 35.3 per cent, of which the largest groups were community, business, and personal services (20.6 per cent), manufacturing (16.7 per cent), transportation and communication (16.2 per cent), and trade (13.6 per cent).

### Income

Average annual personal income, at \$4,257 in 1965, was somewhat below the provincial average of \$4,451; incomes in manufacturing, however, at an average of \$5,923 in 1966, were much higher than in the Province as a whole (\$5,455).

### Education

Educational levels in 1961 were well below those of the Province, with only 13.8 per cent having secondary and 1.8 per cent having university educations (provincial averages: 18.9 and 3.4 per cent). A university has since been established at Port Arthur, which should serve to raise the standard of higher education in the Region.



## Primary Industry

Agriculture - Agriculture is marginal and limited to a few small areas. Dairying and livestock raising are profitable for some farmers, especially in the vicinity of the Lakehead, but most food requirements are imported.

Mining - Mining is important to the regional economy, but is not as pre-dominant as in Northeastern Ontario. Production was valued at \$107 million in 1965; the more active mining areas are Steep Rock (iron), Manitouwadge (copper-zinc), and Red Lake (gold). The Griffith Mine at Bruce Lake (iron) came into production early in 1968.

Forestry - Over eight per cent of the labour force was engaged in forestry and logging in 1961, compared with the provincial average of 0.7 per cent. Most of these operations were in conjunction with the pulp and paper industry.

## Manufacturing

Although the Lakehead cities have a substantial manufacturing base, industry in the remainder of the Region is devoted primarily to pulp and paper. Paper and allied industries accounted for some 73 per cent of the total value of factory shipments in 1964, followed by food and beverages (13 per cent), and wood industries (4 per cent).

## Tertiary Activity

With a small population and few large urban centres, the Northwestern Ontario Region, like the Northeast, is comparatively underdeveloped in the services sector. The financial and administrative infrastructure necessary to the large-scale, capital-intensive resource industries of the north is largely located in the cities of southern Ontario, most notably Toronto.

## Transportation and Communication

The movement of goods by rail, truck and ship out of the Region plays a very significant role in the regional economy. Huge quantities of grain are shipped by rail from the prairies to the Lakehead, where they await further shipment by water to the East or abroad. This accounts for the comparatively large proportion of the labour force engaged in the transportation and communications industries.

Tourism in Northwestern Ontario has a sizeable potential and is expanding steadily. The influx of tourists into the Region, although increasing, is hindered by the relative remoteness from large centres of population.









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